

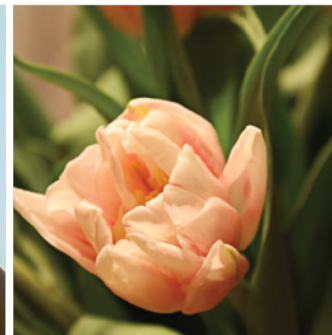


COVID19 Webinar Series
How I'm Doing It: Low-Tech Ways to Stay in Front of Customers and Drive Sales

May 1, 2020

SAF Staff

safnow.org/about-saf/saf-staff/



COVID-19 Resources

COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19).



Industry News

Visit our [Industry News page](#) for timely updates



SAF NOW

Make sure you are receiving SAF's newsletter, **SAF NOW**, every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).



COVID-19 Webinar Series

Listen to the latest [webinars on COVID-19 best practices](#)

Mother's Day Resources

Marketing, operations, customer service tips and more to plan for a successful **Mother's Day** amidst COVID-19.

Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

State Resources

Get information on [state-specific](#) regulations for "essential" businesses and how to apply for an exemption.

- [Examples of Successful Exemption Campaigns](#)
- [Tips for Requesting a Waiver](#)
- [SAF Letter to Governors Requesting a Waiver](#)
- [Sample Letter from a State-Wide Effort](#)

Federal Aid

Learn more about the [types of financial assistance available](#), how to apply, answers to FAQs and more.

- [SBA Overview of Coronavirus Relief Options](#)
- [Paycheck Protection Program Borrower Guidance from Treasury Dept.](#)
- [Find Eligible Lenders for the Paycheck Protection Program](#)
- [Paycheck Protection Program Borrower Application](#)

Industry Response

Find out more about how these groups and SAF partners are responding to the COVID-19 crisis.

State/Regional Groups (coming soon)

National floral networks

- [AFE](#)
- [AFIF](#)
- [AIFD](#)
- [ASCFG trade and consumer-facing site](#)
- [Asocolfiores](#)
- [Calflowfers](#)
- [CCFC](#)
- [Expoflores](#)
- [PMA](#)
- [WF&FSA](#)

COVID-19 State Resources

State Resources

SAF is working hard to provide you with the most up-to-date information on how your state is handling Covid19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by [yourstatename.gov](#) or [yourstateabbreviation.gov](#). Most pages have a dedicated link for COVID19 where these resources are located.

Navigating Requests for Exemptions from State and Local Jurisdictions

Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. SAF has compiled [tips for requesting a waiver or exemption](#), as well as [examples of successful exemption letters and campaigns](#). Check out your state or local jurisdiction's guidance in the links below.

*Indicates the state has specifies "florists" or floral related businesses as being exempt from certain aspects of business closures or included on the list of essential businesses.

Alabama

- [Reopening status](#)
- [Stay at Home Order](#)
- [Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Small Business Resources](#)
- [Guidance on Unemployment Benefits](#)

Alaska

- [Reopening status](#)
- [Stay at Home Order](#)
- [Essential/Non Essential Businesses](#)
- [Small Business Resources](#)
- [Alaska Economic Stabilization](#)

*Arizona

- [Stay at Home Order](#)
- [Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Small Business Resources](#)
- [Guidance on Unemployment Benefits](#)

Arkansas

- [Executive Order \(Updated April 13, 2020\)](#)
- [Small Business Resources](#)
- [Guidance on Unemployment Benefits](#)

California

- [Stay at Home Order](#)
- [Essential Infrastructure Workers](#)
- [Office of Small Business Advocate](#)
- [Small Business Resources](#)
- [Guidance on Unemployment for Employers](#)
- [Small Business Finance Center](#)
- [County by County Ordinances](#)

Nebraska

- [Department of Economic Development Business Resources](#)
- [Nebraska Public Health Information](#)
- [Emergency Unemployment Insurance Benefit Relief](#)

*Nevada

- [Stay at Home Order](#)
- [Essential/ Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Small Business Resources](#)

*New Hampshire

- [Stay at Home Order](#)
- [Essential/ Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [NH Small Business Development Center Resources](#)
- [Guidance on Unemployment Benefits](#)

*New Jersey

- [Stay at Home Order](#)
- [Essential / Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Resources for Businesses](#)

New Mexico

- [Stay at Home Order \(Updated 4/6\)](#)
- [Essential/ Non-Essential Businesses](#)
- [Economic Development Department Business Resources](#)
- [Resources for Workers and Businesses](#)

New York

- [Stay at Home Order \(Updated 3/18\)](#)
- [Essential/ Non-Essential Businesses](#)
- [Small Business Services Assistance and Guidance](#)
- [Request for Designation as an Essential Business](#)

SAF Webinars



COVID-19 WEBINAR SERIES

How I'm Doing It: Generating Positive Media Buzz | Thurs., April 30

How I'm Doing It: Low-Tech Ways to Stay in Front of Customers and Drive Sales | Fri., May 1

How I'm Doing It: Leveraging
Downtime While Closed | Tues.,
April 28

Training Tips and Adaptable
Designs for Mother's Day | Fri.,
April 17

Fresh Product Supply Update |
Thurs., April 9

Accessing Federal Aid | Mon.,
March 30

Sourcing Fresh Product - The New
Normal | Mon., March 23

Coronavirus and the Floral
Industry | Tue., March 17

How I'm Doing It: Strategies for
Reopening | Fri., April 24

Tim's Calling ... Live: Making
Every Sale Count | Thurs., April 16

Social Media Strategies for
Florists | Wed., April 8

The Economic Impact of COVID-
19 | Thur., March 26

HR Strategies for Navigating a
Crisis | Fri., March 20

Prepping Your Website for Holiday
Sales | Tues., April 21

Mother's Day Planning | Tues.,
April 14

Financial Best Practices During
the Crisis | Tues., March 31

Recovering and Rebuilding
Wedding & Event Work | Tues.,
March 24

Financial Planning | Thur., March
19

#GivingTuesdayNow

The screenshot shows the American Floral Endowment website with a green navigation bar. The main content area features a large graphic of hands holding a bouquet of flowers with the text "Give Flowers on GivingTuesdayNow May 5". Below this is a section titled "Campaign Promotes Giving Flowers on #GivingTuesdayNow" with a sub-image of hands holding flowers and the text "Give Flowers on GivingTuesdayNow, May 5". To the right, there is a "Latest News" section with two articles: "AFE is Working for the Industry - Today and Tomorrow" and "Career Center Gift Card Winner". At the bottom left, there is a list of ideas for participating in the campaign, and a small image of a bouquet with the text "Give Flowers on GivingTuesdayNow".

Give Flowers on #GivingTuesdayNow
0 comments

Give Flowers on GivingTuesdayNow May 5

Campaign Promotes Giving Flowers on #GivingTuesdayNow

We're pleased to announce the launch of a new online campaign promoting **Giving Flowers on #GivingTuesdayNow**. This new campaign aims to promote a day of flower giving. The campaign coincides with #GivingTuesdayNow, a national day of giving to spread unity in response to the COVID-19 pandemic.

We know the challenges the industry faces right now. We're here to help spread messages of the emotional benefits that flowers provide, such as reducing stress and improving emotional health while promoting flower buying.

Participating in the Giving Flowers on #GivingTuesdayNow campaign is easy and a great way to boost your pre-Mother's Day sales.

Below are images that you can download and use as you wish. Simply right-click on each image and save to your computer, then upload images to your social media accounts on the days leading up to May 5th, and especially on the day of.

Along with sharing these high-resolution images, we recommend that you include your own messaging to bring consumers to your site to order flowers. If you have a special discount offer or if you want to promote contactless delivery, be sure to include the message that fits with your shop. Encourage sending love through flowers for family, friends, first responders, and essential employees all over. Whatever your unique messaging is, be sure to promote the national day of giving, #GivingTuesdayNow.

A few other ideas:

- Take photos to share on #GivingTuesdayNow, promoting the beautiful flowers being sent
- Encourage recipients to take a picture and post on social with the #GivingTuesdayNow hashtag
- Offer a discount for #GivingTuesdayNow
- Follow up with those that participate to remind them to send flowers on Mother's Day
- Thank your customers for their support at this time. Let them know they are helping to keep your small business open.

AFE is Working for the Industry - Today and Tomorrow

In these unprecedented times, we hope that you are—and remain—safe and healthy. We know that the stress, anxiety and uncertainty is taking a toll on you, your family and floral. [...Read More >](#)

Laser Focused on the Future

The American Floral Endowment is committed to finding solutions to the industry's greatest challenges — from pest control to labor issues. Look to AFE for help navigating the hurdles of the... [...Read More >](#)

Career Center Gift Card Winner

Congratulations to Xuan (Jade) Wu for winning the gift card raffle offered to students who uploaded their resumes to our newly launched AFE Career Center. Jade is a student at... [...Read More >](#)

#InThisTogether

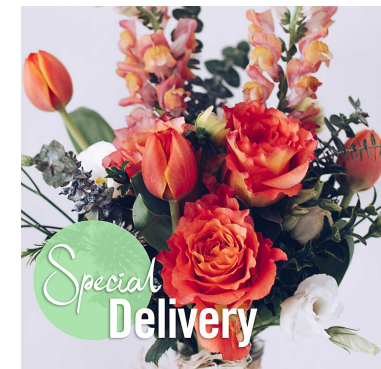
#InThisTogether — it's ever changing! The government regulations, shutdowns, restrictions, emotional toll and economic challenges that COVID-19 is having on individuals, businesses and families. While everyone is doing their best... [...Read More >](#)

New Flowers Social Media Posts

Below are some social media images that you can download to use on your personal or business social media sites. To save each image, please right-click/hold image to save on... [...Read More >](#)



[Endowment.org/GivingTuesday](https://endowment.org/GivingTuesday)



Questions?

- Click on the question tab and type in your question
- Questions answered at end of session



SAF

SOCIETY *of*
AMERICAN
FLORISTS



Kate Delaney, AAF
SAF's Director of
Career Development

Mother's Day Resources

Mother's Day Resources

COVID-19 has created challenges—and opportunities—in planning for Mother's Day. Here are some COVID-specific Mother's Day resources, along with top tools from SAF's general Mother's Day content library, to help you prepare:



Planning for Mother's Day 2020 Amidst COVID

- Mothers Day COVID Press Release Template_
- Webinar: Mother's Day Planning
- Webinar: Fresh Product Supply Update
- Webinar: Tim's Calling...Live: Making Every Sale Count
- Webinar: Training Tips and Adaptable Designs for Mother's Day
- Webinar: Re-Opening Your Shop



Industry Statistics

- Mother's Day 2019 Survey Results
- About Mother's Day
- Mother's Day Member Survey Results 2016-2018
- Researchers to Floral Industry: Market Mother's Day to 'Big Floral Spenders'
- One in Three American Adults Bought Mother's Day Flowers or Plants



Public Relations

- Press Releases
- Radio Scripts
- NYC Florist Taps Into Pop Culture for Mother's Day
- Top Four Talking Points for Mother's Day Interviews
- Florists Talk Shop with Reporters for Mother's Day



Marketing/Social Media

- Social Media Graphics and posts
- Banner Ads and Graphics
- Using Social Media to Boost Mother's Day Business
- 3-Part Mother's Day Digital Strategies
- Nine Social Media Ideas to Post for Mother's Day
- Steal these Ideas for Mother's Day Social Media Posts
- Millennial Florist Shares Instagram Tips for Mother's Day
- SEO Pro Dishes Tips on Mother's Day Best Practices



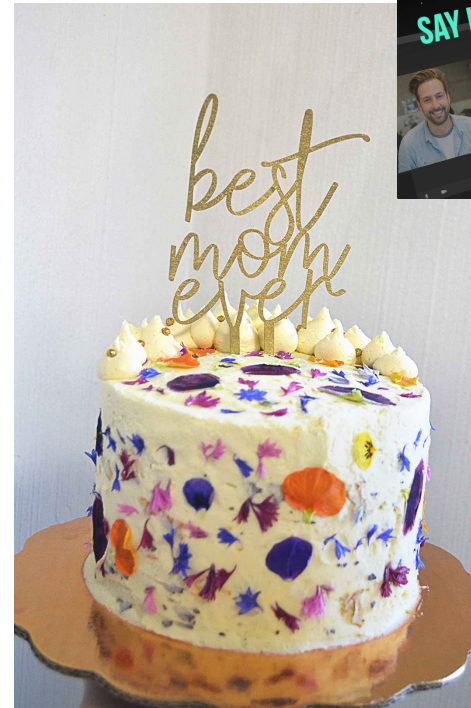
Store Operations

- Webinar: Mother's Day Mania
- Webinar: Fresh Product Supply Update
- Webinar: Mother's Day Strategies for Buying and Marketing
- Webinar: Mother's Day Pricing for Profits
- Build Your Mother's Day Team
- Webinar: 5 Questions to Ask Your Team the Week after Mother's Day
- 6 Valentine's Day Ideas to Use for Mother's Day



Customer Service

- Webinar: Tim's Calling...LIVE: Making Every Sale Count
- How to Turn Negative Feedback into Positive
- Sincere Apologies, Gestures Cure Customer Complaints



Panelists

Michael Pugh, AAF, Pugh's Flowers, Memphis, TN

W. Kurt Schroeder AAF, AIFD, CFD, PFCI, Tiger Lily Flowers, Sarasota, FL

Monty Pereira, Watanabe Floral, Honolulu, HI



Michael Pugh, AAF
Pugh's Flowers
Memphis, TN



We're Open!

901-363-6744 Delivery & Curbside Pick-Up

Pughs.com

Flower Arrangement	Price
Delightful	\$25.95
Japanese	\$15.95
Yellow Roses	\$69.95
Somebody Loves Me	\$29.95
Happy Mother's Day	\$69.95
Blooming Set	\$64.95
Love Me Tender	\$69.95
Double Happiness	\$49.95
Peace	\$59.95
Peace	\$99.95, \$59.95
Double Happiness	\$49.95
Double Happiness	\$49.95
Double Happiness	\$49.95
Double Happiness	\$49.95
Double Happiness	\$49.95
Double Happiness	\$49.95



«SOLD_TO_NAME»

«SOLD_TO_ATTENTIO»

«SOLD_TO_ADDR1»

«SOLD_TO_ADDR2»

«SOLD_TO_CITY», «SOLD_TO_STATE» «SOLD_TO_ZIP»

Dear «SOLD_TO_NAME»

As your full service florist, we would like to take this opportunity to remind you of the «OCCASION_TYPE» of «RECIPIENT_NAME». Last year we delivered a gift for «RECIPIENT_NAME» on «DELIVERY_DATE».

This year, as with every year, flowers say it best! Express your sentiment with one of our hand arranged, hand delivered floral arrangements or special gift items. Give us a call at **901-531-7651**, stop by any of our 4 locations or visit us on the web at **pughs.com**. Use order reference # «ORDER_NUMBER» and our staff will have all the information needed to assist you in selecting the perfect gift for that special occasion.

Warmest regards

Tim Pugh



**W. Kurt Schroeder, AAF,
AIFD, CFD, PFCI**
Tiger Lily Flowers
Sarasota, FL

Calling Past Orders

Why?

1. Current and past clients are the easiest source for future sales
2. Clients appreciate the reminder calls and personal follow up
3. It is easier to delete an email or text than it is a personal phone call
4. This can be done very low tech or high tech
5. You will receive the orders earlier than in past years and it can reduce the bottleneck of order processing and design fulfillment
6. You are in control of the process
7. DO NOT ASSUME YOU OWN A CLIENT, EVER! Make the call and connection!

How?

Low Tech

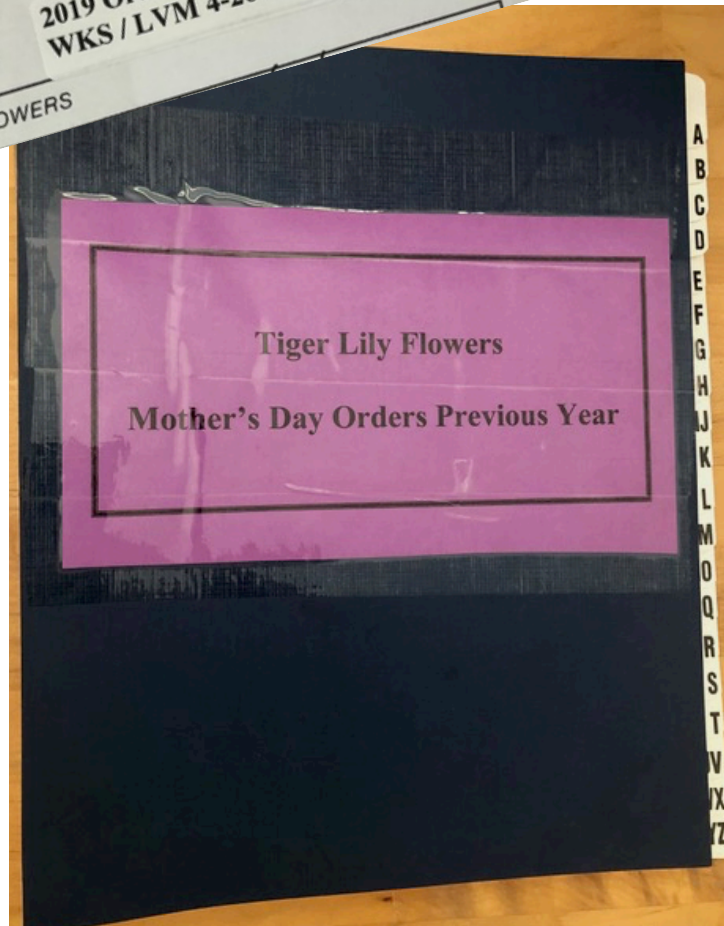
1. Have past year printed orders organized by month, period or holiday.
2. Use an alpha book style file sorter. File by sender's last name.
3. Use a preprinted label on order to note when call was made and outcome
4. You can decide how many times to call if you have not heard back from your client

High Tech

1. Use your point of sale (POS) system to generate or view orders to call
2. Use a duplicate feature to generate, change and print the new order

When?

1. NOW for Mother's Day
2. Monday after Thanksgiving or earlier for Christmas
3. Two weeks before anniversaries and birthdays
4. Two weeks before Valentine's Day, Administrative Professionals Day and Easter



Calling Clients Using Past Orders During COVID-19 Shutdown and Beyond

Telephone Script

If the client answers:

1. This is [Your Name] from [Your Flower Shop] may I speak to [Client's Name]?
2. [Client's Name] I wanted to let you know we are open and offering touchless delivery and curbside pick-up. I also wanted to remind you that we were able to help you with a Mother's Day order last year to [Recipient's Name] delivered to [Street Name]. Would you like us to send this order for you this year?
3. Using last year's order as a template, confirm information and use this opportunity to sell a deluxe or premium offering (refer to your sales script).
4. End the call with a thank you and "we will take special care of your order" Stay safe or be well or what ever you feel comfortable with. Have a conversation with your client!

If you get voice mail:

1. This is [Your Name] from [Your Flower Shop]. I wanted to let you know we are open and offering touchless delivery and curbside pick-up. I also wanted to remind you that we were able to help you with a Mother's Day gift last year to [Recipient's Name] delivered to [Street Name]. We would be happy to help you with this gift again this year. Please call us at [Your Shop Phone Number].

If you get voice mail and the message box is full or not set up:

1. Send a text or email with similar information

Part-time Staff Member / Phone Answering & Take a Message Instructions

Overview

1. Answer Phone “[Your Flower Shop Name] [your name] speaking, how may I help you?”
2. Take a message with complete name and phone number.
3. Thank them for calling and tell them [] will return their call as soon as he/she is able to.



Monty Pereira
Watanabe Floral
Honolulu, HI



watanabefloral

Follow



970 posts

2,689 followers

306 following

Watanabe Floral

Shopping & Retail

@watanabefloral

Voted Hawaii's BEST florist since 2003

Occasions | Sympathy

Weddings @weddingsbywfi

Order Online

watanabefloral.com/hono

HAWAII NEWS NOW

NEWS

Governor changes his mind on flower deliveries, giving florists OK to operate 'safely'

Florists to be one of the first businesses to open on May 1st



watanabefloral • Follow

Watanabe Floral, Inc.



floral business to prepare & deliver their products. How is the floral industry different from other retail non-essential business?

1d Reply



renekealoha Praise the Lord 🙏🙏



1d Reply



leialohaplanners Great job, Monty, spearheading efforts in the face of governmental challenges! 🙏🌸



1d Reply



tootsie6 Yes!!!!❤️



1d Reply



277 likes

2 DAYS AGO

Add a comment...

Post

Final Thoughts

Questions?